

Notice of References Cited	Application/Control No. 09/716,114		Applicant(s)/Patent Under Reexamination HARNIMAN ET AL.	
	Examiner FREDA A. NELSON		Art Unit 3628	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,553,347	04-2003	Tavor et al.	705/14.25
*	B	US-6,578,011	06-2003	Forward, David R.	705/14.39
*	C	US-2009/0292647	11-2009	PORAT et al.	705/80
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	R					
	S					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
*	U	"Setting the Pace - Marketers Are Taking Motorsports in New and Different Directions; Attendance at NASCAR is Growing", November 1997, Promo, v X, n 12, p 20+, (p pgs).
*	V	"Gifts Certificates: The Flexible Incentive", Feb 1994; Incentive; pg GC1 (19pgs)
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	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.